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ALAMEDA COUNTY - TODAY AND TOMORROW

UNIVERSITY OF CALIFORNIA

At the hub of the nine Bay Area counties, with a population of approximately one million, Alameda County is currently engaged in a renaissance of civic and economic development and cultural improvement. This upsurge in activity began in 1955 with the establishment here of the 50 million dollar structure housing the world headquarters of the Kaiser Industrial Complex. Recently completed, and extending improved service to the East Bay area is the 20 million dollar jet-age airport which promises a greater role in the age of supersonic trans-continental transportation.

A 25 million dollar coliseum complex, with a 63,000 capacity stadium and a multi-purpose covered arena is scheduled for completion in 1966-67. Here will be facilities for major league baseball, football, and hockey as well as cultural and civic functions of all kinds. Parking for 9,000 cars will be provided. Work is now under way for a billion dollar Rapid Transit system linking San Francisco, Alameda and Contra Costa Counties. Stations to serve the area in question are included in the plans. This network of high speed transit will bring the site within minutes of the entire area. Meanwhile, an excellent network of freeways serve the site, with the eight lane Nimitz Freeway adjacent.

A further step in the coordinated program of recreational development within Alameda County is a plan to spend 4 million dollars additional on the famed chain of regional parks in the East Bay where the natural woodland charm of the area, with a breathtaking panorama of the Bay, is maintained and improved for the enjoyment of residents and visitors.

Recently, Oakland voters approved a new \$6,000,000 museum and cultural center, designed by the famous Finnish architect Eric Sarrinen.

Growth of the already well-known Jack London Square on the waterfront, with its high quality restaurants and entertainment facilities is continuing.

A joint project combining the resources of the Santa Fe, Port of Oakland and Transamerica Development Corporation is now being considered in the area adjacent to Jack London Square. This project would entail high-rise Metropolitan type luxury housing facing the scenic beauty of the Bay.

Oakland and Alameda County, therefore, is in no way a static area but is fast realizing its potential as a center of the rapidly growing Northern California area and preparing to meet that

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potential when forecasts show that Northern California will reach a population of 9 million by 1970 with Alameda County at its center. I am sure that you realize that economical and cultural advancement does not come about without the guidance and encouragement of civic leadership. On this premise the Oakland Chamber of Commerce was founded on November 17, 1905 and was pledged to extend and promote the trade and commerce of the City of Oakland and the County of Alameda. The current Chamber program of work is carried on through the operation of 23 committees who are made up of approximately 1,000 individual members appointed by the President.

The major effort of the Oakland Chamber of Commerce for many years has been the attraction of new industries and expansions of existing plants within the county. This effort to attract new industries centers on the Metropolitan Oakland Area Program, which is one of the oldest and most successful of America's area promotion programs. Through the Oakland City Council, Alameda County Board of Supervisors and Oakland Chamber of Commerce financed program, the advantages of Oakland and Alameda County are advertised in major national and East Coast media and the prospects are personally contacted by the community's Washington, D. C., representative, Admiral Murrey Royar. The program principals are constantly examining the local scene and aiming their advertising at types of industry which can profitably operate here and which will complement the local industrial community. This timely targeting is demonstrated by recent ads aimed at the space age contractors.

The success of the program is evidenced by the pace of industrial growth in Oakland and Alameda County and the maintenance of their position as largest industrial center in Northern California. The figures for Alameda County in 1963 include 191 industrial projects with a total investment of approximately \$68 million. This was the second highest year of capital investment for industrial development in the county's history. Totaling factors for the past 10 years within the county, we find an accumulated capital investment of \$435,701,834, projects numbering 1,780 and new employment for 26,492 persons.

Today there are currently 1,600 manufacturing plants in Alameda County providing jobs for 70,000 employees and producing a value added by manufacture of nearly 1 billion dollars. Leading group classes of products produced in the county are processed foods, passenger cars, and trucks, office equipment, tin and glass containers, calculating machines, fabricated metal products, floor coverings, chemicals, paints, printing and publishing.

The freeway system is making Oakland and Alameda County more of a transportation hub, and, therefore, a natural location for distribution activities. Growth of wholesale activities in Alameda County has reached a current sales volume of approximately 2 billion.



Permanent government installations within Alameda County give further economic stability to the area. These include the world's largest Naval Supply Depot, the Naval Air Station at Alameda having the largest aircraft overhaul and repair facility in the United States and the Oakland Army Terminal, a base of Army material shipments to the entire Pacific region.

In addition, the Oakland Naval hospital, at Oak Knoll is scheduled for a multi-million dollar rebuilding program.

The West Oakland Redevelopment area is scheduled by the United States Post Office Department for a regional transportation center estimated to cost from 15 to 25 million dollars and will serve not only the Bay Region but Northern California, Hawaii and Alaska.

All of these projects indicate a tremendous growth in Alameda County currently and in the past, but what about the future outlook for continued economic progress in the future.

Local factors that should continue to encourage industrial and economic growth in the Bay Area include our central location and the Bay Area status as a major ocean port. Its established position as a financial, communication and distribution center should continue its function as a major regional supply center for its growing industrial and consumer markets and should also benefit as a focal point for increased trade with hitherto underdeveloped countries in the Pacific Basin and South America. Still another reason for optimism about the future economic growth of the Bay Area is San Francisco's primary hinterland which includes some of the richest, if not the most extensive, agricultural land in America, the Sacramento Valley and most of the San Joaquin Valley. The natural beauty of the Bay Area and its cultural heritage and entertainment facilities have proven to be prime tourist attractions. When these assets are considered in the national context of rising disposable income and increased leisure time, the outlook favors an appreciable increase in the Bay Area's important tourist business.

Growth possibilities for manufacturing in the Bay Area are favorable for several reasons--first, ample land including water frontage suited to industrial requirements is available in the Bay Area; second, there are expected large expansions of markets for manufactured products in California, other Western States, Alaska, Hawaii, and probably the Orient; third, the relative underdevelopment of manufacturing in the Bay Area for lack of adequate markets in the past presents a condition which suggests there is now room for considerable growth; fourth, there are possible further increases in freight rates in the long haul of Eastern manufactured goods to the Far West; and fifth, there are locally available research and scientific facilities, resources and personnel. These factors as we have said are already contributing to the Bay Area's growing industrial diversification including the rapid expansion of many of the nation's growth industries such as electric and other machinery, transportation equipment, chemicals and missiles and space vehicles.



With respect to market expansion, as urban areas increase in size they become more self-contained. This tendency by itself is creating a larger demand for production of local goods to meet Bay Area needs. As manufacturing expands to satisfy the local market, lower unit costs resulting from economies of scale will simultaneously improve the Bay Area's competitive position with respect to markets in Northern California, the western United States, and the Orient.

Availability of a pool of scientific and technical personnel is of particular importance in estimating the Bay Area's industrial growth. This pool will not only serve to hold industries in the Bay Area but will operate also to create additional new products which will result in more producing plants. The availability of such personnel also will be a powerful attraction to many of the new product industries of the future not yet located in the Bay Area. This is because the trend is for technical and engineer based industries to use greater proportions of engineers than do many of the older established industries.

Although manufacturing is broadly based and is well diversified, underdevelopment is apparent in that only 85 persons per thousand are engaged in manufacturing activities in the Bay Area. This rate is about half the rate of most of the larger industrialized metropolitan centers. Were this rate to undergo a modest increase to as much as 90 per thousand by the time the Bay Area would have attained a population of 15,000,000, it would have a manufacturing force on the order of 1,350,000.

The latest study shows that in the Bay Area 80 square miles are in industrial use. The largest concentration of such land, 23 square miles or more than  $\frac{1}{4}$  of the Bay Area total, is in Alameda County. The amount of industrial land in Alameda County is nearly twice the total of all industrial land in the four Northern Industrial counties.

This places Alameda County in a responsible position to provide a large share of the needed room for industrial expansion in the Bay Area. It also affords a tremendous challenge to provide the proper planning and industrial climate to encourage the economic and industrial development the Bay Area Counties will require to support an ever-growing population.

This conclusion was recently confirmed by a Stanford Research Economic Study entitled "California Economy 1947-1980". This report forecasts that by 1970 the Bay Area will jump from 7th to 3rd place in economic growth among nine basic California areas. The area will enjoy economic gains in the next decade similar to those of Southern California in the last ten years.

Alameda County, therefore, must be prepared to take full advantage of this accelerated growth pattern by providing the





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proper industrial climate and physical facilities. Your associated Chambers of Commerce of Alameda County are working toward this goal.

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